

COVER PAGE

TITLE: CASUALNESS WITHOUT COT

INVENTORS: SERGEY DOROFEEV (AUSTRALIA), PETER GRANT (UK)
and GARY C. MORGAN (AUSTRALIA)

CITIZENSHIP: As above

ASSIGNEE: Roy Morgan Research Centre, Pty, Ltd.

APPLICATION NO.:

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PATENT ATTORNEY: MAX STUL OPPENHEIMER (Reg 33,203)
P.O. Box 50
Stevenson, MD 21153
US

(410)-706-1793

ATTORNEY DOCKET #: MORGCAS00NPA

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FILED: April 11, 2001

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INVENTORS: SERGEY DOROFEEV, PETER GRANT and GARY C. MORGAN

NON-PROVISIONAL PATENT APPLICATION

This application is entitled to and claims the benefit of U.S. Provisional Patent Application No. 60/196,880 filed April 12, 2000, the contents of which are incorporated herein by reference.

The attached documents are incorporated herein by reference:

1. June 18, 1999 Memorandum from Sergey Dorofeev to Gary Morgan, et al, Re: Casualness without COT
2. Morgan Media Poll (marked "old")
3. Morgan Media Poll (marked "new")

The first two paragraphs of Attached Document 1 is incorporated herein as the Abstract of the disclosure.

The drawings and illustrations of the Attached Documents are incorporated herein as the Drawings of the disclosure.

FIELD AND BACKGROUND OF THE INVENTION

Field of the Invention

The present invention relates in general to data analysis, and more particularly to analysis of data relating to consumer, viewership, readership and circulation surveys.

Background Information

Background Information is presented in the Attached Documents.

SUMMARY OF THE INVENTION

The invention, its objects, features and advantages are summarized in the Attached Documents.

DESCRIPTION OF THE PREFERRED EMBODIMENT

The currently envisioned preferred embodiment is set forth in the Attached Documents.